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NAME OF COMMITTEE (In Full)  
NRA Victory Fund Inc

FEC IDENTIFICATION NUMBER  
C00741710

Mailing Address 11250 Waples Mill Road

City	State	ZIP Code
Fairfax	VA	22030

We are in receipt of the Request for Additional Information dated January 5, 2021.

In response to item 1, the payments in question to Targeted Victory, LLC totaled \$542,292.41. At the time of filing the 48-hour report, we used candidate allocation information provided to us by the vendor based on their estimates in order to ensure that the report was filed on time. By the time we filed the October monthly report, we had received slightly different candidate allocation information from the vendor, although the total amount of the expenditure remained unchanged. Upon receiving this request, we amended the report to provide the updated allocation.

In response to item 2, the payment to Starboard Strategic in question is not a new dissemination, but rather a purchase of extended airtime for a television ad that began running on August 21, 2020 and ran continuously through the General Election. The initial purchase of nearly \$5 million in airtime was reported on August 21, 2020, the same day it disseminated. Throughout the fall, we increased the airtime for this same ad as the presidential race evolved and funds became available. Throughout the ad's run time, markets and airtime pricing were in constant flux. In total, we spent over \$8 million airing this ad. The purchase in question was made with the intent to keep the ad running continuously in key areas and respond to almost daily changes in pricing, without accurate cost estimates when initially reported. When we later received the true final cost, we amended the 48-hour report closest to when the new airtime started rather than attempt to allocate over all the previous reports.